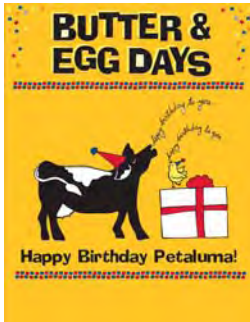


# BUTTER & EGG DAYS



**Happy Birthday Petaluma!**





# Overview

**WHAT** Petaluma’s Butter & Egg Days Parade and Celebration is a quarter-century old tradition in Downtown Petaluma, celebrating the region’s rich agricultural history as the birthplace of the incubator, which was the beginning of Petaluma’s “Egg Basket to The World” title, and as one of the premier dairy regions in the country. Together with The Petaluma River, eggs and dairy products created an economy that turned Petaluma into one of the most prosperous communities in the state in the early 1900’s

The Butter & Egg Days Parade and Celebration typically draws over 25,000 attendees. The community parade showcases the best of Petaluma and Petaluma’s history. The 100-unit parade will have over 3,000 participants, more than a hundred volunteers, and support from every aspect of community life. The spectators see floats, drill teams, novelty units, equestrian units, marching bands, and much more.

Activities before, during and after the parade include a block-long outdoor food court offering a wide variety of festival foods and beverages, a large area of arts and crafts exhibitors and a special area of activities to entertain youngsters with inflatable’s, rides, and hands-on activities. Don’t miss this great opportunity to participate in one of the North Bay’s largest events.

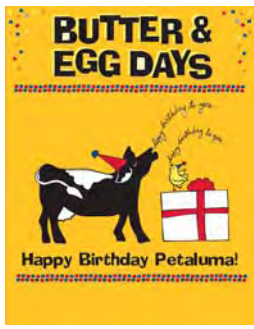
**WHERE** *Petaluma’s 28<sup>th</sup> Annual Butter & Egg Day Parade & Celebration* will be held in historic Downtown Petaluma, CA.

**WHEN** **Saturday, April 25<sup>th</sup>, 2009 ~ 10 am to 5 pm. Parade at Noon**

**WHO** *Petaluma’s 28<sup>th</sup> Annual Butter & Egg Day Parade & Celebration* is proudly presented by the Petaluma Downtown Association.

The event is produced in part by Steven Restivo Event Services, LLC (SRES). The company was established in July of 2000 to provide a wide range of event production services to chambers of commerce, merchant associations, various city agencies, corporations, non-profit groups, and other event industry professionals. The company’s founder, Steven Restivo, has been involved in the event world for over 26 years and has contributed to the production of hundreds of public events and large corporate functions.

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Produced by Steven Restivo Event Services, LLC ~ Ph: 415-456-6455 ~ Fax: 415-456-6436  
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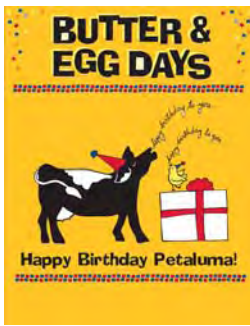


# Event Highlights

\* Thousands of people fill the streets for the Annual Parade & Celebration



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# Audience

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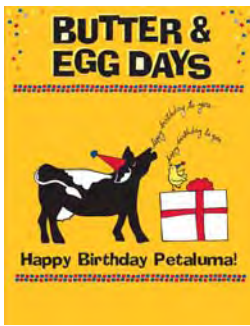
## DEMOGRAPHICS

As of the census of 2000, there were 54,548 people, 19,932 households, and 14,012 families residing in the city. The population density was 1,526.2/km sq (3,953.1/mi sq). There were 20,304 housing units at an average density of 568.1/km sq (1,471.4/mi sq). The racial makeup of the city was 84.16% White, 1.16% African American, 0.54% Native American, 3.91% Asian, 0.17% Pacific Islander, 6.08% from Race (United States Census)other races, and 3.98% from two or more races. 14.64% of the population were Hispanic.

There were 19,932 households out of which 36.6% had children under the age of 18 living with them, 55.3% were married couples living together, 10.6% had a female householder with no husband present, and 29.7% were non-families. 22.6% of all households were made up of individuals and 9.1% had someone living alone who was 65 years of age or older. The average household size was 2.70 and the average family size was 3.16. The age distribution is: 26.2% under the age of 18, 7.2% from 18 to 24, 31.5% from 25 to 44, 24.1% from 45 to 64, and 11.0% who were 65 years of age or older. The median age was 37 years. For every 100 females there were 95.6 males. For every 100 females age 18 and over, there were 91.9 males.

The median income for a household in the city was \$61,679, and the median income for a family was \$71,158. Males had a median income of \$50,232 versus \$36,413 for females. The per capita income for the city was \$27,087. About 3.3% of families and 6.0% of the population were below the poverty line, including 6.2% of those under age 18 and 7.1% of those age 65 or over.

We know from our research that at least 46% of city's population attends the event every year and with the expanded marketing program for the 2008 event, we expect consumers from all over the Bay Area to be present this year.



# Event Promotion

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**PROMOTION & MARKETING** ❖ *Petaluma's 28<sup>th</sup> annual Butter & Egg Days* is being aggressively marketed throughout the Bay Area and on the World Wide Web. Publicity and promotion will consist of extensive multi-media campaigns, print, radio and electronic media, as well as posters and postcards distributed throughout the Bay Area prior to the event.

**POSTERS** ❖ A minimum of **350 posters** will be distributed to stores, community organizations and schools throughout the Bay Area.

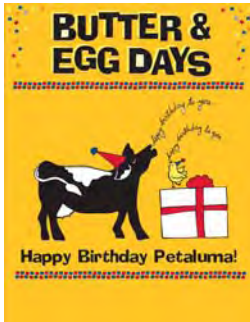
**FLYERS** ❖ **Customized flyers** will be distributed at retail outlets throughout the Bay Area.

**THE WEB** ❖ The event will be **listed on all local and regional websites** that have a calendar listing section and featured on the Petaluma Downtown Association's website at [www.petalumadowntown.com](http://www.petalumadowntown.com) and on [www.sresproductions.com](http://www.sresproductions.com)

**RADIO** ❖ The event will be **publicized on local radio stations** via psa spots. We may have a local Radio station broadcasting live at the event.

**PRINT** ❖ We will be partnering with a large newspaper in the area to help promote and advertise the Festival.

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# Sponsor Benefits

Here are just a few ways your company will benefit as a sponsor of  
**Petaluma's 28<sup>th</sup> Annual  
Butter and Egg Days Parade & Celebration**

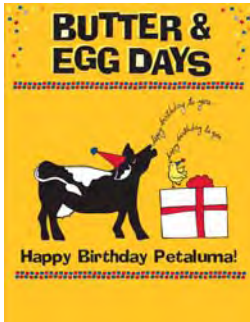
## HELP YOUR BUSINESS

- \* Have access to one of the most sought after demographic niches in the country: This is an exceptional opportunity to reach the sophisticated Bay Area market.
- \* Reach a large audience with repeated impressions. Your company name and/or logo can appear on our website and in remaining ads.
- \* A unique opportunity to engage people. Event attendees are a captive, receptive audience who has time to look, listen and hear about your products and/or services.
- \* Develop **new business contacts**: The Event provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.
- \* Demonstrate, sample or **test market your product**:  
Receive instant responses about your products and/or services from attendees.

## MAKE A DIFFERENCE

- \* Show your company's commitment to the arts and local community:  
The Event offers a great way for you to show your commitment to the residents of the Bay Area.
- \* Help **promote community** outreach:  
The Event provides a unique opportunity for the community of Petaluma to come together. The community has a long tradition of supporting it's benefactors.

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# Sponsor Packages

**MAJOR SPONSOR**  
**\$5,000**

- Logo and link to sponsor's website displayed on official event site
- Logo in all remaining event advertising
- Company name mentioned in all remaining publicity for event
- One large banner on Entertainment Stage at event (sponsor to provide)
- One 10ft x 20ft booth space and booth canopy at event
- One large banner at sponsor's booth (sponsor to provide)
- Company name/logo on banners placed around the event site (sponsor to provide banners)
- Logo inclusion on event t-shirt (if applicable)

**PARTICIPATING SPONSOR**  
**\$3,000**

- Logo and link to sponsor's website displayed on official event site
- Company name mentioned in all remaining publicity for event
- One large banner on Entertainment Stage at event (sponsor to provide)
- One 10ft x 10ft booth space and booth canopy at event
- One large banner at sponsor's booth (sponsor to provide)
- Logo inclusion on event t-shirt (if applicable)

**CONTRIBUTING SPONSOR**  
**\$1,500**

- Logo and link to sponsor's website displayed on official event site
- One 10ft x 10ft space only at event (does not include canopy)
- One large banner at sponsor's booth (sponsor to provide)

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